

NEBRASKA

DEVELOPMENT NEWS

Nebraska Department of Economic Development
P.O. Box 94666, Lincoln, NE 68509-4666

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June 2005

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NEBRASKA
Advantage



Gov. Heineman signs Nebraska Advantage package designed to create 21st century jobs

Gov. Dave Heineman was joined by legislative leaders on May 26 to sign into law the new generation of benefits designed to enhance Nebraska's competitive edge by expanding existing businesses and attracting new opportunities to the state. The Nebraska Advantage, LB 312 and LB 90, emphasizes job creation and training for Nebraska workers.

"This package is essential to growing Nebraska's economy," Gov. Heineman said. "It's important that Nebraskans understand the hard work and cooperation that went into this package and I want to commend everyone involved for making the future of our state a priority.

"It is gratifying to know that this package addresses the needs of businesses and communities of every size, from fledgling entrepreneurs to large corporations and manufacturers looking to expand in Nebraska and will provide a more equitable playing field for our small businesses trying to compete in the global marketplace."

The Nebraska Advantage was designed to create a business climate that makes the state the preferred location for starting and growing businesses. The long-term goals of the package are to promote growth of existing companies through job retention and new capital investments; to increase the number of successful startup business ventures in the state; foster the commercialization of new products and ideas; and recognize the different needs of Nebraska's many industries.

Sen. Dave Landis, chairman of the Legislature's Revenue Committee and sponsor of LB 312, said, "The team that has forged this bill hopes it represents a focused, targeted and energetic approach to expanding economic opportunities in Nebraska."

A new component of the incentives package is the Nebraska Small Business Advantage, which is part of a larger program that sets out incentives for companies that impact communities through capital investments ranging from \$1 million to \$30 million, and job creation ranging from 10 to 100 new jobs.

(cont. on page 3)

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This [Nebraska Advantage] package recognizes the vast economic differences and opportunities across our great State. It offers new benefits for small and large businesses in all sizes of Nebraska's communities.

Director's Column

Dear Nebraska Development Partner:

As noted on the front cover of this newsletter, Governor Heineman signed the Nebraska Advantage economic development package into law on May 26. This package recognizes the vast economic differences and opportunities across our great State. It offers new benefits for small and large business in all sizes of Nebraska's communities. My personal thanks to the members of the Nebraska Legislature, Governor Heineman and the business groups involved in making this package a reality. For the first time in more than 15 years, Nebraska now has something to aggressively market to businesses looking for locations to grow and prosper.

The signing of this monumental economic development legislation represents the culmination of significant research, planning, negotiation and debate. In late 2003, for example, the business community, with input from members of the Legislature's Revenue Committee, commissioned an analysis by KPMG to look at Nebraska's competitive position in business development relative to many surrounding and competing states. This research brought to light some of Nebraska's tax and incentive shortcomings that were ultimately addressed in the Nebraska Advantage legislation.

Many of our business partners spent much of 2003 and 2004 talking with their business members about Nebraska's business climate. One of the impediments to growth that was mentioned frequently by our existing manufacturers, for instance, was Nebraska's sales and use tax on manufacturing machinery and equipment. Nebraska is one of only eight states that still have a manufacturing tax on the books. As you will note, the result of this input led to the incorporation of a sales and use tax exemption into the LB 312 portion of the Nebraska Advantage package.

With this research and input in hand, members of the legislature introduced more than 45 legislative proposals addressing a wide swath of economic development ideas during the session. Members of the Revenue Committee then worked diligently with the various business interests to formulate these proposals into the final Nebraska Advantage package. Special thanks also goes to our existing businesses that agreed to more public disclosure on incentives as part of the negotiations. There were many times during this negotiation period when many of us felt the goal of adopting an economic development package this year was out of reach. However, with strong leadership from Committee Chair Dave Landis, the Revenue Committee amended nine distinct legislative proposals into what became the Nebraska Advantage economic development package (LB 312 and LB 90).

As was mentioned during the Nebraska Advantage bill signing ceremony, now the real work begins. Our office has already been contacted by several businesses from Nebraska and around the country asking about the details of this legislation. DED has been working extensively with our statewide development partners to craft an aggressive Nebraska Advantage marketing plan. Much of this effort will focus on existing Nebraska companies and communities through June, July and August. In August, we also will take off in earnest to market the benefits of the Nebraska Advantage to businesses outside of our Nebraska borders. Don't be surprised if you see a member of our marketing team making a stop in your community sometime soon. Similarly, don't be surprised if they ask for your help in spreading the Nebraska Advantage message to your out of state business partners and clients.

Thanks again to the members of the legislature, Governor Heineman and the many other individuals who spent hundreds of hours in planning meetings and negotiations relative to the Nebraska Advantage. Your hard work, leadership and dedication will create a better Nebraska and new opportunities for our future generations.



Richard Baier, Director

Richard J. Baier

Richard J. Baier

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(Nebraska Advantage cont.)

The first of five tiers allows companies making a \$1 million investment and creating 10 jobs to qualify for tax credits.

Concepts originally proposed as separate legislative bills also have been incorporated into the structure of LB 312 and LB 90, including state and local sales tax exemptions for the purchase of manufacturing machinery, equipment and related services.

The Nebraska Research and Development Advantage allows qualifying research and development companies to claim a tax credit equal to 3 percent of increased expenses related to research and development.

The Nebraska Micro-Enterprise Tax Credit Program allows a business with five or fewer employees that makes up to \$10,000 in new investment in an economically struggling community or area to qualify for a 20 percent refundable investment tax credit.

Originally proposed by the Governor, the Nebraska Rural Development Advantage amends the Employment Expansion and Investment Incentive Act, formerly LB 608 passed in 2003, to provide qualified businesses with refundable tax incentives for projects that create two new jobs and invest \$125,000 in counties with less than 15,000 residents.

"I am very pleased we were able to make rural economic development a priority by extending this program to small businesses in our smaller counties," Gov. Heineman said. "This will help ensure small business owners have an opportunity to play a role in the future growth of their communities through investments made in their own business growth." LB 90, the second bill making up the Nebraska Advantage, addresses rural development and empha-

sizes the contributions made by Nebraska's entrepreneurs, as well as agricultural and value-added industries, including alternative fuels such as ethanol.

Sen. Roger Wehrbein, sponsor of LB 90, said, "I am pleased that we've been able to make a significant investment in Nebraska's many ethanol projects and that we've done it in a reasonable manner. This bill provides many new opportunities and will support the efforts of local leaders to encourage rural community development for years to come."

The Nebraska Agriculture Innovation Advantage reauthorizes a value-added grant program, providing grants up to \$75,000 to cooperatives, groups or associations to help offset the costs of research, education, training and market development of value-added products sold by producers.

The Building Entrepreneurial Communities Act provides grants up to \$75,000 to rural communities to implement collaborative projects addressing issues related to chronic economic distress, unemployment, below-average per capita income, and severe population loss.

Earlier in the week the Governor signed \$15 million for job training as part of the mainline budget. The Nebraska Customized Job Training Advantage provides a flexible, discretionary custom job training program to help ensure the state's workforce is prepared for advances in rapidly changing industries.

"Each of these components will help keep Nebraska's economy strong through greater investment in businesses of all sizes and the workforce of tomorrow," Gov. Heineman said.



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"Each of these components will help keep Nebraska's economy strong through greater investment in businesses of all sizes and the workforce of tomorrow."

Dave Heineman
Governor

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www.
VisitNebraska.
org

Discover nine of Nebraska's newest attractions

Whether you enjoy immersing yourself in history at a museum or immersing yourself in water at a water park, Nebraska's newest attractions have something for everyone. The following is a list of nine new attractions found across the state.

Aquacourt Family Aquatics Center in Hastings: Built in 2004, this outdoor water park features a wave pool, a lazy river, a leisure pool, four water slides, an interactive water play area for young children, and concessions. 402-463-1016

www.visithastingsnebraska.com

Lewis & Clark Children's Interpretive Art Wall in Bellevue: More than 700 hand-made tiles of original artwork made by children from every state along the Lewis and Clark Trail are on display. Each tile depicts a child's interpretation of the many images captured during the expedition. This permanent structure measures 65 feet long by 8 feet high and is made of pre-cast concrete. 800-467-2779

www.gosarpy.com

Henry Doorly Zoo's Orangutan Forest in Omaha: Over 8,000 square feet will be the new home for these swinging animals. The space includes two 65-foot tall man-made banyan trees, thousands of feet of vines, and three waterfalls. This \$8.5 million addition to "America's Best Zoo" (according to *Reader's Digest*) will be completed in 2005. 402-733-8401 www.omahazoo.com

Hilton Convention Hotel in Omaha: The Hilton Omaha Hotel, Nebraska's only four-diamond property, sits in downtown Omaha and is connected to the brand-new Qwest Convention Center. New in 2004, this hotel has 450 rooms and all the amenities you could ask for. 402-998-3400

Junk Jaunt: From September 23–25, two of Nebraska's nine scenic byways will be covered with treasures from around the heartland. Twenty-two towns in Nebraska join together to create the largest yard sale in the state. The yard sale will run for 220 miles along the Loup Rivers Scenic Byway (Hwys. 11 & 91 from Wood River to Dunning) to the Sandhills Journey Scenic Byway (Hwy. 2 from Grand Island to Halsey).

www.nebraskajunkjaunt.com

Lincoln County Historical Museum in North Platte: This museum featuring the famous World War II Canteen display has finished its renovation. The interpretative display details the story of volunteers who, for 51 months, 24 hours per day, 7 days a week, throughout World War II, met every United States military train, providing food, treats, and hospitality to its passengers. During its existence, the Canteen's amazing volunteers served more than six million service men and women. 308-534-5640

Missouri River Basin Lewis & Clark Interpretive Trail & Visitor Center in Nebraska City: This center is the first in the nation to focus on the scientific discoveries made during the expedition. Visitors of all ages will learn about the more than 300 discoveries of flora and fauna made by Lewis and Clark. 402-874-9900

mrb-lewisandclarkcenter.org

Soaring Wings Vineyard in Springfield: Soaring Wings Vineyard is the newest addition to Nebraska's award-winning vineyards. Nestled on 30 acres just minutes south of Omaha, visitors can enjoy the beauty of the Platte River Valley over a glass of wine. 402-253-2479 www.soaringwingswine.com

20th Century Veterans' Memorial in North Platte: This permanent memorial is dedicated to the military men and women of the United States who served their country. The memorial includes a larger-than-life bronze statue, plaques, and thousands of commemorative bricks honoring those who gave their lives for their country. 308-532-6579 or 800-955-4528.

For more information about attractions in Nebraska and to receive a free Nebraska travel packet, call 1-877-NEBRASKA, or visit the Nebraska Travel and Tourism website at www.VisitNebraska.org

Monsanto, UNL sign agreement to develop dicamba-tolerant crops



By Vicki Miller
IANR News Service

The University of Nebraska-Lincoln and Monsanto Co. have signed an exclusive licensing agreement to develop crops tolerant to the broadleaf herbicide dicamba.

This agreement is based on discoveries by UNL plant scientists. Biochemist Don Weeks and colleagues identified a gene that can make dicamba-sensitive crops such as soybeans tolerant to the widely used herbicide. The university has several patents pending on this discovery.

The university, after a competitive process, granted exclusive license to Monsanto to integrate this trait into high-yielding commercial crop lines. Under the agreement, university scientists will provide technical support to move this technology from the lab to field as soon as possible, said Prem Paul, UNL vice chancellor for research.

"This is an example of the benefits of UNL's investment in high-quality research," Paul said. "This agreement with Monsanto, a leader in agricultural biotechnology, should help ensure that this technology becomes widely available to the farmers who can use it to improve food production."

Dicamba, which is economical and doesn't persist in soil, is effective against most broadleaf weeds, including weeds that are hard to control. Farmers have used it to control broadleaf weeds in grassy-type crops such as corn and wheat. However, it is harmful to crops such as soybeans, canola and cotton, which also are broadleaf plants. The new technology will allow the development of soybean and other broadleaf crops that are highly tolerant to treatment with dicamba.

"The ability to use dicamba in the presence of broadleaf crops will give growers more flexibility in managing their weed control challenges. We are evaluating how to use this new tool in concert with our current portfolio to best address grower needs," said Robb Fraley, Monsanto's chief technology officer and executive vice president.

In general, herbicide-tolerant crops allow growers to make fewer application trips across their fields, reducing fuel consumption. They also aid in soil-saving conservation tillage, Fraley said.

Under the agreement, Weeks' lab potentially could receive up to \$2.5 million over five years for further dicamba-tolerance research. Specific terms of the agreement were not released, said Kannan Grant, UNL associate vice chancellor for technology development.

Weeks began searching for a genetic source of dicamba tolerance more than a decade ago.

"We knew there were bacteria that could degrade dicamba. The question was whether you could get one to do that in a plant cell, which is a completely different environment," he explained.

Weeks' laboratory collaborated with UNL plant scientist Tom Clemente's research team on extensive studies that revealed they had an effective gene. The Institute of Agriculture and Natural Resources' team inserted the gene and grew out test soybean plants. Preliminary field trials showed soybeans containing the gene can withstand spraying with dicamba at five times the typical field use rates with no injury, but much research and testing remain before a product comes on the market.

Commercialization of a dicamba-tolerant product is not expected until the first part of the next decade, Fraley said.

Weeks said the agreement with Monsanto is a major step in turning his findings into practical products.

"It always feels good to see your work move toward the point where it ultimately will be useful," he said.

Monsanto is a leading global provider of technology-based solutions and agricultural products that improve farm productivity and food quality. For more information on Monsanto, see: www.monsanto.com.

The UNL research that led to this discovery was conducted through the university's Agricultural Research Division.



Don Weeks, a University of Nebraska-Lincoln biochemist, and colleagues discovered a gene that can make broadleaf crops such as soybeans tolerant to dicamba, a widely used broadleaf herbicide. The university and Monsanto Co. have signed an exclusive licensing agreement to develop crops tolerant to dicamba. Here, Weeks holds examples of soybeans with and without the tolerance gene. All these plants were sprayed a week earlier with dicamba at five times the highest levels farmers would use. The dying plants in the front do not contain the tolerance gene while the plants with the gene are healthy and unaffected by the herbicide.

NU/IANR photo

www.neded.org

The Business Beyond the Farm website can be accessed at www.businessbeyondthefarm.com and their office is located at 701 4th Ave. in Holdrege.

Grassroots Resources and Opportunities for Winners is a non-profit organization, whose mission is focused on maximizing Nebraska's entrepreneurial spirit and focused on building Nebraska businesses globally. Visit their website: www.grownebraska.com.

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Neb. partnership lures alumni/entrepreneurs

"Remember what the nighttime sky looked like when you were a kid? It still does."

This line is printed on one of five postcards that business partners and sisters Nancy Herhahn and Betty Sayers are mailing out to Nebraska alumni beckoning them to return to their home state.

Herhahn and Sayers each left Nebraska at the age of 18. Now they have found their way back to Nebraska, and they want others to join them. The sisters have created a nonprofit partnership and accompanying website called Business Beyond the Farm (BBF) sponsored by communities in the region and the South Platte United Chambers of Commerce to lure alumni and others to Nebraska. BBF targets alumni from Nebraska high schools because "Colleges contact their alums, but high schools don't," said Sayers. The sisters gather alumni data from area communities, and print out mailing labels and mail postcards about upcoming alumni events on behalf of those communities. They also survey website visitors about occupations, hobbies and other interesting data, sharing information with communities with the goal of incorporating it into marketing materials and tools used to attract more people to the area. For example, if a community schedules a specific event, BBF will email all registered persons who indicated an interest in that hobby and encourage them to incorporate it into their vacation plans. To cover their services, BBF charges each participating community a membership fee of \$1 per person based on current census/population.

After a successful career that took her to Chicago and San Diego as West Coast Regional Vice President of HQ Global Workplaces, Herhahn decided to return to Nebraska. "I have family connections here. I also saw how the growth affected the quality of life [in the city]. City life was expensive and wearing. My husband and I decided that [staying on the coast] was silly."

Sayers taught at a community college in Belcourt, N.D., before moving to Detroit Lakes, Minn., where she facilitated a hospital and clinic, co-authored a book, and wrote and facilitated grants. While out of the state, she read articles about Nebraska and how its communities were dying. However when she visited Nebraska, she witnessed many positives.

"The schools were doing an excellent job of educating, just like they did when we were in school. There were safe streets, clean communities, and kids left their unlocked bikes at the swimming pools lying on the grass. Communities were strong with amenities—airports, golf courses, fire departments. We asked ourselves, 'So what is wrong?'" She decided to help change other people's perceptions and the mixed messages they were receiving about Nebraska. Her reasons for returning were personal. "I wanted a life that matters to me," Sayers said. "When I lived in other states, I wasn't committed."

Both sisters are certainly committed to their communities and region now. Sayers, a resident of Holdrege, unearthed the stories that need telling while Herhahn, who lives in the Plum Creek Canyon Lake area, manages the data. Sayers believes that the world is hungry to hear about the Midwest.

"It's a secret that's been kept hidden away for too long," she said. She has written stories about communities as well as individual entrepreneurs throughout southwest Nebraska to post on the website.

Currently the data covers more than 11,000 alumni and 500 members registered on the website which receives nearly 40 hits per day. Herhahn believes that her experience as a company executive who worked with entrepreneurs and provided leading technology for other companies impacted her awareness of technology and what it can do for people.

BBF's goal of bringing entrepreneurs to Nebraska closely mirrors those of GROW Nebraska. "We want people to bring a job. This is a good place for entrepreneurs," Sayers said. BBF wants communities to share their entrepreneur stories, business transfers, and employment and entrepreneurial opportunities so they can pass the information along to others. BBF has been a member of GROW since 2004.

Barbara Swanson, a Beaver City native, is one of the success stories. After living in various states throughout the U.S., Swanson is looking to return to Nebraska thanks to a BBF postcard. "Nebraska is so unique in the way they live compared with the rest of the U.S.," Swanson commented. With her social services background, Swanson hopes to provide services locally when she makes Nebraska her home again.

The sisters hope their motto "See life from a better perspective. Join us in Nebraska" will accomplish their goal.

Seven cities get go ahead for comprehensive revitalization

Governor Dave Heineman awarded seven Nebraska communities with \$56,000 Community Development Block Grant (CDBG) funding to develop Revitalization Strategies that identify one-, two- and three-year action plans targeting housing and public works needs. The funding was awarded as part of a new Comprehensive Revitalization category established and administered by DED to allow for more flexible investments in housing and infrastructure in residential neighborhoods with concentrations of lower-income populations.

"This initial CDBG award will help these communities identify the type and degree of community development needs within areas of low- and moderate-income concentration, and develop strategies to meet those needs," Gov. Heineman said. "Subsequent annual CDBG allocations will assist with implementation of locally developed comprehensive revitalization strategies."

The projects identified in these Revitalization Strategies will be implemented from 2006-2008. The communities' approximate first-year allocations are based on the respective number of low- to middle-income persons in each community.

The eligible communities and approximate 2006 funding allocations are:

Bellevue—\$280,665
 Columbus—\$138,386
 Fremont—\$162,199
 Grand Island—\$296,147
 Kearney—\$174,165
 Norfolk—\$164,708
 North Platte—\$172,185

For information, contact Rick Zubrod at 800-426-6505, 402-471-3762, or email: rick.zubrod@ded.ne.gov

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Kawasaki Motors Manufacturing Corp., U.S.A. and Kawasaki Rail Car, Inc. awarded PATH contract

Kawasaki Motors Manufacturing Corp., U.S.A. (KMM), and Kawasaki Rail Car, Inc. (KRC), located in Yonkers, N.Y., have been awarded a \$499 million contract by the Port Authority Trans-Hudson Corporation (PATH), for construction of 340 new PA-5 series subway cars. The cars will serve the New York and New Jersey mass transit riding public for decades to come.

The Port Authority of New York and New Jersey operates a mass transit rail system that integrates the Lower Manhattan and New Jersey transportation systems. These new cars will update PATH's aging fleet and offer improved signs, lighting, heating and air conditioning, and pre-recorded boarding announcements. The first cars will go into service in 2008.

The subway carshells will be fabricated and assembled at the Lincoln Rail Car facility and then shipped to KRC for final assembly and testing.

Lincoln's Rail Car facility, open since November 2001, currently employs 195 regular, full-time employees. Approximately 150 employees will be assigned to this new, additional project. The projected start-up date will be November 2007, with completion scheduled for 2011.

For information, contact Rich Grundman, vice president/plant manager, Kawasaki Motors Manufacturing Corp., U.S.A., Lincoln plant, at 402-476-6600.

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Kaizen is a
Japanese term
meaning
“continuous
improvement.”

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In the Field: Hiatt elected to NEDA board

Sheryl Hiatt, DED business development field staff coordinator, was nominated to the Nebraska Economic Developer's Association (NEDA) board of directors in April. She will complete Jim Fram's term. Fram recently returned to Oklahoma. Also appointed at that meeting was Linda Black, executive director of the Phelps County Dev. Corp.

NEDA is an association of professional economic developers dedicated to the prosperous growth of Nebraska's business climate. NEDA's purpose is to foster economic development in Nebraska, encourage the advancement of its members, foster cooperation among economic development professionals, and afford professional economic developers a vehicle for assembly. NEDA is governed by an eleven member board of directors.

Hiatt has been with DED for five years, and works from a home office in Spencer. She was previously employed as an economic development specialist in North Central Nebraska, and housing development specialist with the Nebraska Investment Finance Authority. Hiatt also owns a business in Spencer with her husband Jim, and has six children.

For information, contact Sheryl Hiatt at 402-589-0027, or email: sheryl.hiatt@ded.ne.gov



The KAIZEN project

An increasing number of businesses and industries have applied for air quality construction permits to expand current or build new business ventures. Processing the increased number of permits in a timely manner has been the challenge for the Nebraska Department of Environmental Quality (DEQ), as the regulatory agency for protecting Nebraska's environment while balancing the needs of its economy to grow and prosper. DEQ has committed significant resources to address these needs.

DEQ invited representatives from industry and government to participate in the Business Advisory Group (BAG), to help improve its internal air permitting processes. BAG's goal was to identify areas in the permitting process where improvements could be made, and members participated in the KAIZEN event where the results culminated in a list of recommendations that focused on the permit process improvement initiative. One recommendation implemented soon after the KAIZEN event was the establishment of an Air Quality Construction Permit Hotline, 877-834-0474, to assist air quality construction permit applicants in completing new applications.

The list of recommendations from the KAIZEN event was organized into four groupings: Outreach and Information, Staffing, Modeling, and Permitting. The KAIZEN team developed a work plan, incorporating the recommendations, for tracking, evaluating and implementing the recommendations. DEQ has developed a newsletter, *KAIZEN Project Update*, to keep persons informed about the progress made on activities. A KAIZEN internal DEQ group ensures that this process continues moving forward.

If you would like to be put on the *KAIZEN Project Update* distribution list, or have questions or concerns about the Nebraska Air Quality Construction Permit Program, contact Shelley Kaderly, Air Quality Division administrator, at 402-471-4299, or email: Shelley.Kaderly@ndeq.state.ne.us.

Gov. Heineman announces grant aimed at job growth in Hastings

Gov. Dave Heineman and Lt. Gov. Rick Sheehy traveled to Hastings to present Adams County officials with \$129,000 in Community Development Block Grant (CDBG) funding to assist with the start up of BJN Manufacturing, LLC. The company is taking over assembly of the Chaparral livestock truck trailer product line from a Kansas company. The project is expected to create 12 full-time jobs in central Nebraska.



"Investing in good jobs is a sound strategy for the future of our state," Gov. Heineman said. "Hastings is a vital and vibrant community and this is just one example of the many ways we are working to help businesses grow in Nebraska."

Adams County will loan \$125,000 in CDBG funds to BJN Mfg. to purchase trailer blueprints and other equipment and inventory. The remaining \$4,000 will be made available to the county for administrative costs.

An additional \$865,000 in investments from BJN Mfg., Man Properties, Inc., Heritage Bank, and Hastings and Adams County program income will be spent to acquire the former Nebraskaland Distributor building and land, located in the East Hastings Industrial Park. The combined investments will also be used to purchase machinery and equipment and offer working capital, bringing the total investment for the project to \$994,000.

BJN Mfg. aims to improve existing trailer designs and hopes to reduce the production time involved in manufacturing trailers. The company is owned by the family that operates GI Trailer, Inc., a trailer dealership and repair business with locations in Grand Island, Norfolk and Atlantic, Iowa.

Lt. Gov. Sheehy said, "These jobs are good for Hastings and for central Nebraska and I am especially pleased to see a tri-cities company take advantage of this opportunity."

The project is part of a program directed by DED, which assists with the development of businesses and communities throughout the state. Federal funds for the grant were made available to Nebraska from the U.S. Department of Housing and Urban Development's CDBG program.

For information, contact Stew Jobs at 308-385-6355, or email: stew.jobs@ded.ne.gov.

www.neded.org

"Investing in good jobs is a sound strategy for the future of our state. Hastings is a vital and vibrant community and this is just one example of the many ways we are working to help businesses grow in Nebraska."

Dave Heineman
Governor



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Nebraska is spicing up barbeque industry

"WARNING...frequent use of this sauce may result in the temptation to 'pig out' at the dinner table."

This unique "warning", found on bottles of JB's Fat Boy Haugwaush Barbecue Sauce produced by Bar B Que Specialties, Inc., in Grafton, Neb., actually attracted a number of devotees among officials with The National Barbeque Association (NBBQA), which recently awarded the company with first place for "Best BBQ Sauce Label 2005".

Through his creativity and inventiveness, John Burt (of "JB" fame) is achieving a new level of success for his entrepreneurial business. His products received a total two first-place and three second-place awards from NBBQA, including first place for "Best BBQ Specialty/Product Under \$25" for JB's Smokin' Grilling Smoke Cans, and second place awards for "Best Gift Pack Under \$25" for the Triple Sauce Gift Pack; "Best Label for a Barbecue Dry Rub/Seasoning" for Sweet Butt Rub; and "Best Southwest Dry Rub/Seasoning" for Chipotle Butt Rub.

Bar B Que Specialties, Inc., specializes in all-natural BBQ dry rubs, including basic, premium, all-purpose, Cajun, sweet, chipotle, and a steak rub. According to office manager Debbie Hoarty, the rubs were originally designed to coat meat, but people also have discovered other delicious uses. "They're very versatile. For example, if you add it to sour cream, it makes a great dip," Hoarty said. "To be honest, we didn't begin [producing the rubs] that way [with other uses in mind]."

Product volume and distribution is vital to becoming successful entrepreneurs, said Burt, who recommends consulting an industry expert before getting started and targeting the market to be reached.

To learn more about GROW Nebraska, visit the website:

www.grownebraska.com

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The mission of the Nebraska Department of Economic Development is:
to develop economic opportunities by keeping Nebraska businesses, communities and people competitive.

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